

Web user interface design as a promotional strategy creative product sales

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Abstract. Frequent communication problems related to web use can be explained as challenges related to the interaction and communication between the user and the platform/web. Users often have difficulty navigating or using features correctly, resulting in misunderstandings about the purpose and information conveyed. The role of the user interface (UI) is seen from a visual communication design perspective. The aim of this research is to determine the role of the user interface on the happy go lucky website as a creative product promotion strategy. This research uses a qualitative approach, with descriptive methods. Example of Happy Go Lucky web research. Visually, there are several elements that attract attention when looking at the appearance of the Happy Go Lucky site. Complete data collection by means of virtual observation, virtual documentation, and literature review. The findings of this research can be seen from the Happy Go Lucky website page which is clean and can give a positive impression to its users. The Happy Go Lucky brand identity has created consistency in visuals, and makes users feel familiar with UI elements and can more easily recognize and remember the brand. noting the importance of interfaces on the web, businesses and developers can ensure that interface designs support user and organizational goals, creating positive and productive experiences as a promotional strategy for the Happy Go Lucky brand.

1 Introduction

Frequent communication problems related to web use can be explained as challenges related to the interaction and communication between the user and the platform/web. Some of the factors that can cause these communication problems involve design elements, functionality, and interaction aspects. Users often have difficulty navigating or using features correctly, giving rise to misunderstandings about the purpose and information conveyed [1]. Web design trends continue to evolve, and in the context of the creative industries, they reflect today's dominant values and aesthetics. This research will look at current trends such as responsive design, use of animation, creative typography, and social media integration [2] and understand how designers are adapting these trends to create memorable and unique user experiences. Although creative industry website design offers unlimited creative opportunities, there are still several challenges that need to be overcome [3].

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From balancing innovation and functionality to responsive support for multiple devices, this research will identify and analyze these challenges. A thorough understanding of these barriers will provide insight into how to overcome them to create an optimal user experience. Web screen design is not only about aesthetics but also how the audience conveys and receives brand messages [4]. This research will explore the impact of Happy Go Lucky's web design on brand identity formation and how the design can increase user engagement. This will help understand the important role design plays in creating meaningful relationships between brands and consumers.

Based on this phenomenon, there is research that discusses similar display designs, from research conducted by Irma Rochmawati [5] with the title User Interface Analysis of the Iwearup.Com Website. In this study, we discuss the user interface on a fashion website called UP (www.iwearup.com). This research is based on the literature study method to obtain data information as reference material, and complete data collection by observing the case studies studied. The results obtained from this research indicate that the IWEARUP.COM site meets user interface requirements and supports comfort in using various site features, however, this site also has shortcomings in terms of the information and features provided by e-commerce sites. Apart from that, this site dares to display different visual colors compared to other sites [5].

In line with previous research, UI (User Interface) is a very important area in digital product design, such as applications and websites [3]. This research will look at the role of visual communication design in the Happy Go Lucky web display, as a place to market products for local brand owners in the city of Bandung. This aims to help brand owners who are equipped with complete features to easily market their products to the wider community, especially in the city of Bandung. This is a very interesting research gap to study in more depth. In this research, apart from product marketing strategies, the happy go lucky web display will analyze the display design as an indirect communication medium [5].

2 Methods

2.1 Qualitative method

Qualitative methods are research approaches used to explore and understand the meaning that individuals or groups attribute to a social or human problem. This research process involves procedures that ask questions and produce descriptive data through the written or spoken words of the people being studied, as well as observable behavior. According to Creswell [6], this method allows researchers to understand the context and complexity of human experience in a deeper and richer way in detail.

Qualitative methods in web user interface design as a creative product sales promotion strategy focus on an in-depth understanding of user needs, behavior and perceptions of the interface used. This research often involves in-depth interviews, observations, and content analysis to unearth insights into how users interact with websites and how interface design can influence their purchasing decisions. Through this method, researchers can understand user motives, emotions and experiences that cannot be reached through a purely quantitative approach [6].

2.2 Data collection techniques

One important part of the research process is data collection techniques, which allow researchers to gather the information necessary to answer research questions or achieve research objectives. One of the most commonly used data collection techniques is interviews,

which allow researchers to communicate directly with respondents and learn their perspectives, attitudes and experiences related to the research [7]. The following data collection techniques were carried out by researchers:

2.2.1 Interview

Involves designers, happy go lucky web developers and users to gain deep insight into their perspectives on creative industry web display design.

2.2.2 Document analysis

Examine Happy Go Lucky's web design portfolio and brand documentation to understand the evolution of the design and its relationship to the brand identity.

2.3 Description analysis

A. Website analysis: Descriptive analysis of Happy Go Lucky's main website, focusing on design elements such as color, typography, navigation structure and media use. Case studies: Involves collecting and detailing selected cases that reflect innovative web design and its impact.

2.4 Descriptive analysis

Uses a descriptive approach to detail identifying web design features, trends, and challenges. In addition, this research uses triangulation to provide a deeper and more comprehensive understanding of web display design in the creative industry. As well as getting a more complete picture, which in turn can be used to provide valuable insight for designers, brand owners and people in the creative industries.

2.4.1 Familiarity

User familiarity with web user interface (UI) design is a key factor in the success of creative product sales promotion strategies. Users who feel familiar with a website's UI tend to have a more positive experience, which in turn can increase engagement and sales conversions. This familiarity can be seen from several aspects, such as design consistency, navigation intuitiveness, and information clarity. Research shows that users are more likely to stay on a website and make a purchase if they feel comfortable and familiar with the interface [8].

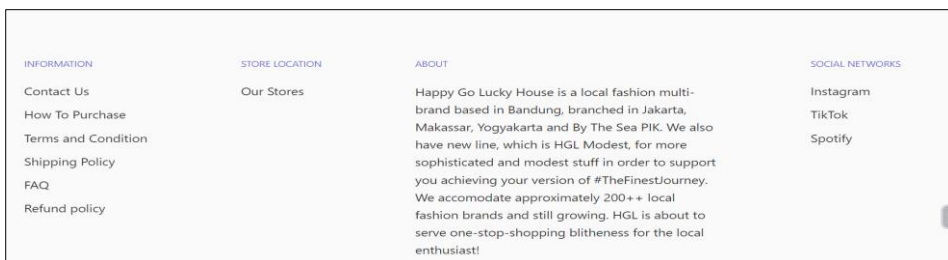


Fig. 1. Familiarity with Happy Go Lucky.

The familiarity aspect has been fulfilled on the Happy Go Lucky website. This is clearly visible from the header and footer design. Uniform appearance and visual elements on each

page, including the "Happy Go Lucky" logo in the header and the colors used for the header and footer design, so that it is easily recognized by website visitors.

2.4.2 Responsive

The success of creative product sales promotion strategies depends on HGL's web user interface (UI) design. Websites with responsive user interface design provide optimal user experience regardless of the device used. Users visiting the website via mobile or tablet devices should anticipate an interface comparable to that of the desktop version. Responsive design improves user experience, increases engagement and sales conversions [9].

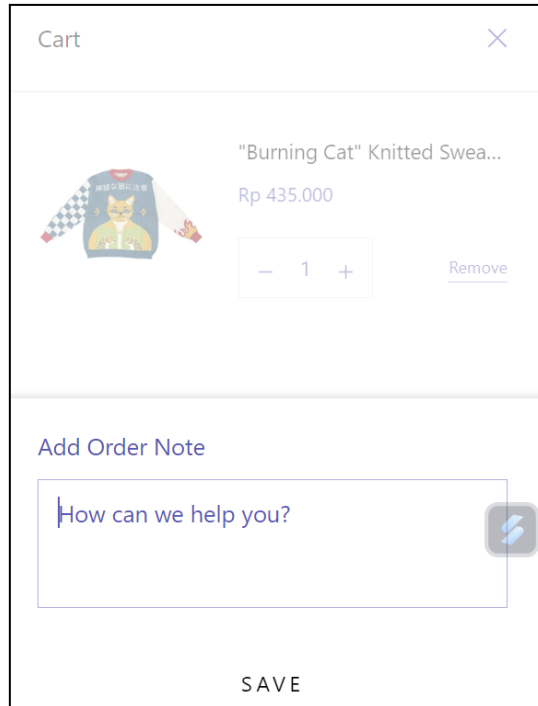


Fig. 2. Responsiveness of Happy Go Lucky.

The Happy Go Lucky website has a good response to users, almost all navigation and buttons when clicked can be accessed quickly and provide good feedback to users.

2.4.3 Consistency

As a creative product sales promotion strategy, HGL's web user interface (UI) design uses uniform and orderly design elements throughout the web page. Consistent design ensures that users have a consistent experience and are not confused when interacting with different parts of the website. This includes consistency in color selection, typeface, layout, icons, and other visual elements. By maintaining consistency in user interface design, HGL creates a professional impression and increases user trust in their brand. As a result, this can increase user engagement and sales conversion of creative products [10].

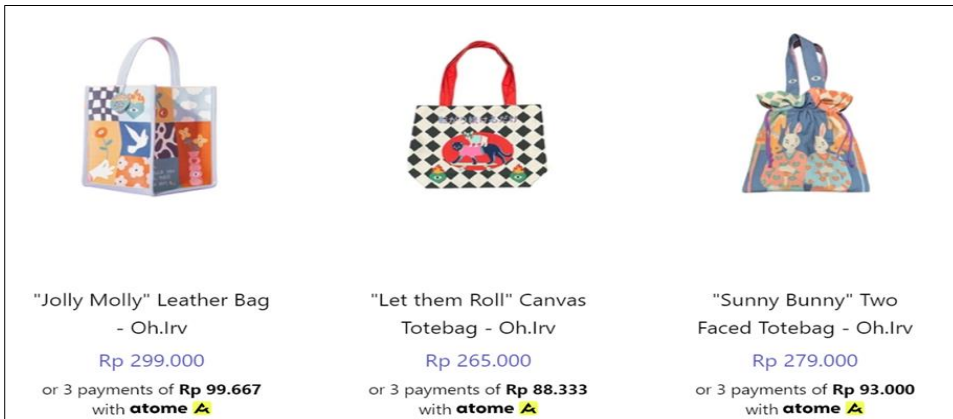


Fig. 3. Consistency of Happy Go Lucky.

In terms of appearance design, the Happy Go Lucky website is very consistent. Identified from the appearance design, use of letters that are appropriate and not excessive in terms of readability, making it easier for users to access the website.

2.4.4 Has aesthetics

Aesthetics is very important in HGL's Web User Interface (UI) design as a sales promotion strategy for creative products. Aesthetics in HGL user interface design include the use of visual elements such as color, shape, texture, and layout to create an engaging and enjoyable user experience. An aesthetic design on HGL website pages can enhance its visual appeal, strengthen brand identity and create a positive impression on users.

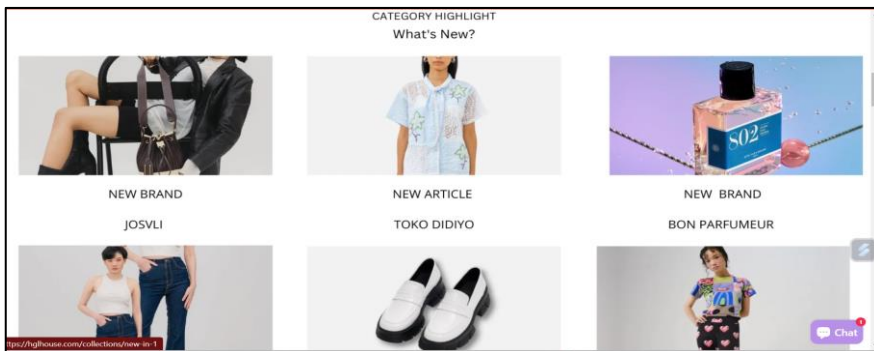


Fig. 4. Has a Happy Go Lucky aesthetic.

Judging from its aesthetic value, the Happy Go Lucky website is well structured. This color combination gives a simpler and contemporary impression. So if you look at it from an aesthetic perspective, it looks very attractive.

2.4.5 Efficiency

In HGL web user interface (UI) design, efficiency refers to a user's ability to quickly and easily find what they are looking for or complete the task they want on a website. Efficient user interface design includes good organization of information, easy-to-understand

navigation, and the use of design elements that guide users clearly through the process. This minimizes navigational barriers, speeds up response times, and ensures that users can smoothly move through the various pages and features of a website [11].

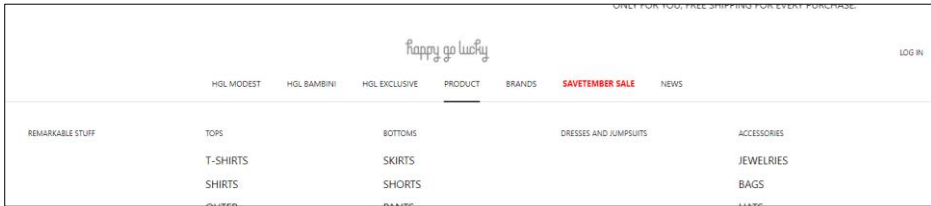


Fig. 5. Happy Go Lucky efficiency.

Based on observations made, the Happy Go Lucky site is quite efficient. This can be seen in the placement of the menu in the top center (header section) which is quite proportional, making it easier for users to refer to the menu. Plus, all products are organized by category, making it easier for visitors to search for data.

2.4.6 Sorry

HGL web interface (UI) design as a product sales promotion strategy creative, the familiarity of the interface greatly influences the sales conversion rate and product promotion. Studies show that websites that have a consistent user interface design and are easy to use increase user interest and their likelihood of staying there and purchasing something.

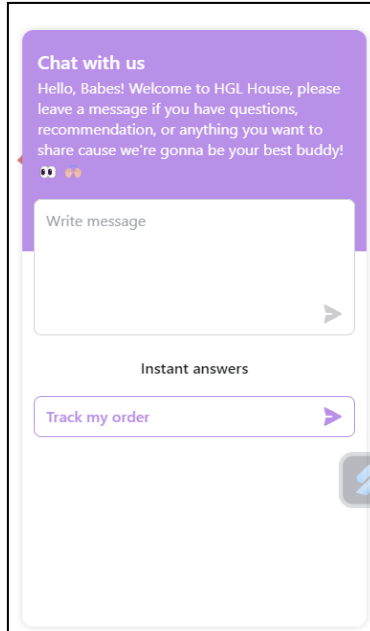


Fig. 6. Happy Go Lucky forgiveness.

The Happy Go Lucky site has implemented a forgiveness aspect. Namely by providing a help column in the "I Need Help!" making it easier for website visitors to handle errors.

3 Conclusion

The user interface is the first element that users see when interacting with an application or website, the attractive design displayed on the Happy Go Lucky website pages and clean can give a positive impression to users, the Happy Go Lucky brand identity has created consistency in visuals, and makes users feel familiar with UI elements can more easily recognize and remember the brand. By paying attention to the importance of interfaces on the web, businesses and developers can ensure that interface design supports user and organizational goals, creating positive and productive experiences as a promotional strategy for the Happy Go Lucky brand.

Businesses and developers can ensure that their web interface designs meet user and organizational goals by considering the importance of the web interface. Good user interface design not only makes the display more attractive, but also increases user productivity and provides a pleasant experience. Focusing on an attractive and consistent user interface design can be beneficial as a promotional strategy for the Happy Go Lucky brand because it can build strong user relationships, increase user engagement, and ultimately increase the number of sales.

Therefore, the results indicate that attractive and consistent user interface design is an important part of Happy Go Lucky's brand promotion approach. By paying special attention to user interface design, Happy Go Lucky can create a positive user experience, strengthen its brand identity, and achieve its business goals more efficiently.

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